

## AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior versions and listings of claims in the application.

### Listing of Claims

1. (previously presented) An interactive television program guide system implemented on viewer television equipment having a main display screen, comprising:

means for displaying a given television program on the viewer television equipment;

means for displaying a partial screen program guide display on the viewer television equipment at the same time that said given television program is displayed, said program guide display including at least one video-on-demand program listing; and

means for displaying a video-on-demand program immediately when a viewer selects said video-on-demand program listing.

2. (original) The interactive television program guide system defined in claim 1 further comprising means for reducing the main display screen area occupied by said television program when the program guide display is active such that said television program may be viewed unobscured.

3. (original) The interactive television program guide system defined in claim 1 further comprising means for allowing a viewer to browse through additional video-on-demand program listings available in the program guide using remote control keys.

4. (original) The interactive television program guide system defined in claim 1 wherein the video-on-demand program listings are organized by category, further comprising means for allowing the viewer to browse through available categories in the program guide using remote control keys.

5. (original) The interactive television program guide system defined in claim 1 further comprising means for allowing a viewer to direct the program guide system to display the program guide display on said main display screen using a remote control key.

6. (original) The interactive television program guide system defined in claim 1 further comprising means for allowing a viewer to remove the program guide display from said main display screen and return to normal television viewing mode using a remote control key.

7. (original) The interactive television program guide system defined in claim 1 further comprising means for providing more detailed information about the video-on-demand program using a remote control key.

8. (original) The interactive television program guide system defined in claim 1 further comprising means for allowing a viewer to obtain more detailed information about a video-on-demand program by using a remote control key to display a detailed information screen on the main display screen.

9. (currently amended) The interactive television program guide system defined in claim [[1]] 146 further comprising:

means for allowing [[a]] the viewer to obtain more detailed information about the video-on-demand program by using remote control info key to display a detailed information screen on the main display screen; and

means for allowing the viewer to ~~place an~~ order [[for]] the video-on-demand program on the detailed information screen using a remote control key.

10. (original) The interactive television program guide system defined in claim 1 further comprising means for allowing a viewer to change the television program shown on the viewer television equipment using remote control keys.

11. (original) The interactive television program guide system defined in claim 1 wherein the system further comprises means for storing at least some of said video-on-demand program in a home storage device.

12. (original) The interactive television program guide system defined in claim 12 wherein the system further comprises means for watching said video-on-demand program stored in said home storage device.

13. (cancelled)

14. (original) The interactive television program guide system defined in claim 1 further comprising means for

indicating that a program displayed in the program guide display is available on demand.

15. (original) The interactive television program guide system defined in claim 15 wherein the indicating means is an icon.

16. (cancelled)

17. (currently amended) The interactive television program guide system defined in claim ~~15 wherein the ordering~~ means 146 further ~~comprises~~ comprising means for requiring the viewer to enter a parental control code to order the video-on-demand program.

18. (cancelled)

19. (cancelled)

20. (cancelled)

21. (cancelled)

22. (cancelled)

23. (cancelled)

24. (cancelled)

25. (cancelled)

26. (cancelled)

27. (withdrawn) An interactive television video-on-demand program guide system implemented on viewer television equipment having a main display screen comprising:

means for displaying a program guide display on the viewer television equipment that displays at least one video-on-demand program listing;

means for allowing a viewer to advance order a video-on-demand program represented by said video-on-demand program listing; and

means for allowing said viewer to input a start-time to display said video-on-demand program in response to receiving a request from said viewer to advance order said video-on-demand program, wherein the start-time is not a predetermined broadcast time.

28. (withdrawn) The interactive television program guide system defined in claim 27 wherein the system further comprises means for allowing a viewer to select a start-time to watch said video-on-demand program.

29. (withdrawn) The interactive television program guide system defined in claim 27 wherein the system further comprises means for allowing a viewer to select a start-time for said video-on-demand program by selecting said start-time from a list of start-times provided by said program guide.

30. (withdrawn) The interactive television program guide system defined in claim 27 wherein the system further comprises means for allowing a viewer to select a start-time

for said video-on-demand program by entering said start-time with a set of numeric input keys on a remote control.

31. (withdrawn) The interactive television program guide system defined in claim 27 wherein the system further comprises means for storing at least a portion of said video-on-demand program in a home storage device when said viewer advance orders the video-on-demand program.

32. (withdrawn) The interactive television program guide system defined in claim 27 wherein the system further comprises means for storing all of said video-on-demand program in a home storage device when said viewer advance orders said video-on-demand program.

33. (withdrawn) The interactive television program guide system defined in claim 27 wherein said ordering means provides a purchase price for said video-on-demand program, the purchase price being dependent on whether said viewer advance orders said video-on-demand program.

34. (withdrawn) The interactive television program guide system defined in claim 33 wherein said purchase price is discounted when said video on demand program is advance ordered.

35. (withdrawn) The interactive television program guide system defined in claim 27 wherein the system further comprises:

means selecting a start-time for a video-on-demand program ordered by a viewer;

means for reminding said viewer of a selected start-time for said ordered video-on-demand program; and

means for automatically starting said ordered video-on-demand program at said selected start-time.

36. (withdrawn) The interactive television program guide system defined in claim 27 wherein the system further comprises:

means for selecting a start-time for a video-on-demand program ordered by a viewer;

means for reminding said viewer of a selected start-time for said ordered video-on-demand program; and

means for allowing the viewer to watch said ordered program immediately from said reminding means.

37. (withdrawn) The interactive television program guide system defined in claim 27 wherein the system further comprises:

means selecting a start-time for a video-on-demand program ordered by a viewer;

means for reminding said viewer of a selected start-time for said ordered video-on-demand program; and

means for allowing said viewer to acknowledge said start-time indicated by said reminding means and subsequently watch said ordered program at said selected start-time.

38. (withdrawn) The interactive television program guide system defined in claim 27 wherein the system further comprises:

means for selecting a start-time for a video-on-demand program ordered by a viewer;

means for reminding said viewer of a selected start-time for said ordered video-on-demand program; and

means for allowing said viewer to change said start-time indicated by said reminding means to a new start-time, said ordered video-on-demand program automatically starting at said new start-time.

39. (withdrawn) The interactive television program guide system defined in claim 27 wherein the system further comprises:

means for selecting a start-time for a video-on-demand program ordered by a viewer;

means for reminding said viewer of a selected start-time for said ordered video-on-demand program; and

means for allowing said viewer to change said start-time indicated by said reminding means to a new start-time by selecting said new start-time from a list of start-times provided by said program guide, said ordered video-on-demand program automatically starting at said new start-time.

40. (withdrawn) The interactive television program guide system defined in claim 27 wherein the system further comprises:

means for selecting a start-time for a video-on-demand program ordered by the viewer;

means for reminding said viewer of a selected start-time for said ordered video-on-demand program; and



means for allowing said viewer to change said start-time indicated by said reminding means to a new start-time by entering a viewer-defined start-time, said ordered video-on-demand program automatically starting at said viewer-defined start-time.

41. (withdrawn) The interactive television program guide system defined in claim 27 wherein the system further comprises:

means for selecting a start-time for a video-on-demand program ordered by a viewer;

means for reminding said viewer of a selected start-time for said ordered video-on-demand program; and

means for allowing said viewer to cancel said ordered program indicated by said reminding means.

42. (withdrawn) An interactive television video-on-demand program guide system implemented on viewer television equipment having a main display screen comprising:

means for displaying a program guide display on the viewer television equipment that displays at least one video-on-demand program listing;

means for allowing a viewer to request a video clip preview of a video-on-demand program represented by said video-on-demand program listing; and

means for displaying an indicator that said video clip preview is available for said video-on-demand program represented by said video-on-demand program listing wherein said indicator is displayed with the video-on-demand program listing.

43. (withdrawn) The interactive television program guide system defined in claim 42 further comprising means for indicating that said video clip previews is available for the displayed video-on-demand program.

44. (withdrawn) The interactive television program guide system defined in claim 42 wherein the indicating means is an icon.

45. (withdrawn) The interactive television program guide system defined in claim 42 further comprising means for displaying a requested video clip preview in a video window.

46. (withdrawn) The interactive television program guide system defined in claim 45 further comprising means for automatically displaying a purchase screen immediately after said video clip preview is shown.

47. (withdrawn) The interactive television program guide system defined in claim 42 further comprising means for displaying a requested video clip preview in a full screen video window.

48. (withdrawn) The interactive television program guide system defined in claim 42 further comprising means for displaying a requested video clip preview in a partial screen video window while said program guide display is displayed.

49. (withdrawn) The interactive television program guide system defined in claim 48 further comprising means for

displaying a given television program while said partial screen video window and said program guide display are displayed.

50. (previously presented) A method for using an interactive television program guide system implemented on viewer television equipment having a main display screen comprising the steps of:

simultaneously displaying on the main display screen a television program and a partial screen program guide display including at least one video-on-demand program listing;  
allowing a viewer to browse through available video-on-demand program listings in the program guide; and  
displaying a video-on-demand program immediately when said viewer selects said video-on-demand program listing.

51. (original) The method defined in claim 50 wherein said simultaneously displaying further comprises displaying the program guide display as an overlay on top of said given television program.

52. (original) The method defined in claim 50 wherein said simultaneously displaying further comprises reducing the main display screen area occupied by said television program when said program guide display is active such that said television program may be viewed unobscured.

53. (original) The method defined in claim 50 wherein the video-on-demand program listings in the program guide are organized by category, said browsing further comprising allowing the viewer to browse through the available

categories in the program guide display using remote control keys.

54. (original) The method defined in claim 50 wherein said simultaneously displaying step further comprises displaying said program guide on said main display screen when the viewer presses a remote control key.

55. (original) The method defined in claim 50 wherein said simultaneously displaying further comprises removing the program guide display from the main display screen and returning to normal television viewing mode when the viewer presses a remote control key.

56. (original) The method defined in claim 50 wherein the browsing further comprises providing the viewer with more detailed information about said video-on-demand program when the viewer presses a remote control key.

57. (original) The method defined in claim 56 wherein said providing further comprises displaying a detailed information screen on the main display screen.

58. (currently amended) The method defined in claim [[57]] 147 wherein said ~~displaying step~~ allowing said viewer to browse further comprises:

displaying a detailed information screen on the main display screen, wherein the detailed information screen provides the viewer with more detailed information about a video-on-demand program; and

allowing [[a]] the viewer to place an order for the video-on-demand program shown on the detailed information screen using a remote control key.

59. (original) The method defined in claim 50 further comprising allowing the viewer to watch other available television programs using remote control keys.

60. (cancelled)

61. (cancelled)

62. (currently amended) The method defined in claim [[60]] 147 wherein said ordering further comprises entering a parental control code.

63. (currently amended) The method defined in claim ~~60 wherein said ordering~~ 50 further ~~comprises~~ comprising storing [[said]] at least some of an ~~ordered~~ said video-on-demand program in a home storage device.

64. (original) The method defined in claim 63 further comprising watching said video-on-demand-program stored in said home storage device.

65. (original) The method defined in claim 50 wherein said simultaneously displaying further comprises indicating that the program displayed in the program guide display is available on demand.

66. (original) The method defined in claim 65 wherein said indicating further comprises using an icon.

67. (cancelled)

68. (cancelled)

69. (cancelled)

70. (cancelled)

71. (cancelled)

72. (cancelled)

73. (cancelled)

74. (cancelled)

75. (withdrawn) A method for providing an interactive television video-on-demand program guide system implemented on viewer television equipment having a main display screen comprising:

displaying a program guide display on the viewer television equipment that displays at least one video-on-demand program listing;

allowing a viewer to advance order a video-on-demand program represented by said video-on-demand program listing; and

allowing said viewer to input a start-time to display said video-on-demand program in response to receiving a request from said viewer to advance order said video-on-demand program, wherein the start-time is not a predetermined broadcast time.

76. (withdrawn) The method defined in claim 75 wherein said ordering further comprises allowing the viewer to select a start-time to watch said video-on-demand program.

77. (withdrawn) The method defined in claim 75 wherein said ordering further comprises allowing a viewer to select a start-time for said video-on-demand program by selecting said start-time from a list of start-times provided by said program guide.

78. (withdrawn) The method defined in claim 75 wherein said ordering further comprises allowing a viewer to select a start-time for said video-on-demand program by entering said start-time with a set of numeric input keys on a remote control.

79. (withdrawn) The method defined in claim 75 wherein the program guide system further comprises a home storage device, said method further comprising storing at least a portion of said ordered video-on-demand program in said home storage device when said viewer advance orders said video-on-demand program.

80. (withdrawn) The method defined in claim 75 wherein the program guide system further comprises a home storage device, said method further comprising storing all of said video-on-demand program in said local storage device when said viewer advance orders said video-on-demand program.

81. (withdrawn) The method defined in claim 75 wherein said ordering further comprises providing a purchase

price for said video-on-demand program, said purchase price being dependent on whether said viewer advance orders said video-on-demand program.

82. (withdrawn) The method defined in claim 75 wherein said ordering further comprises providing a purchase price for said video-on-demand program, said purchase price being reduced when said viewer advance orders said video-on-demand program.

83. (withdrawn) The method defined in claim 75 wherein said ordering further comprises:

selecting a start-time for a video-on-demand program ordered by a viewer;

reminding a viewer of a start-time for said ordered program;

automatically starting said ordered video-on-demand program at said viewer selected start-time.

84. (withdrawn) The method defined in claim 75 wherein said ordering further comprises:

selecting a start-time for a video-on-demand program ordered by a viewer;

reminding the viewer of said start-time for said ordered program; and

allowing said viewer to watch said ordered program immediately from said reminding step.

85. (withdrawn) The method defined in claim 75 wherein said ordering further comprises:



selecting a start-time for a video-on-demand program ordered by a viewer;

reminding said viewer of said start-time for said ordered program; and

allowing said viewer to acknowledge said start-time indicated by said reminding means and subsequently watch said ordered program at the selected start-time.

86. (withdrawn) The method defined in claim 75 wherein said ordering further comprises:

selecting a start-time for a video-on-demand program ordered by the viewer;

reminding said viewer of said start-time for said ordered program; and

allowing said viewer to change said start-time indicated by said reminding means to a new start-time, said ordered video-on-demand program automatically starting at said new start-time.

87. (withdrawn) The method defined in claim 75 wherein said ordering further comprises:

selecting a start-time for a video-on-demand program ordered by a viewer;

reminding said viewer of said start-time for said ordered program; and

allowing said viewer to change said start-time indicated by said reminding means to a new start-time by selecting said new start-time from a list of start-times provided by said program guide, said ordered video-on-demand program automatically starting at said new start-time.

88. (withdrawn) The method defined in claim 75 wherein said ordering further comprises:

selecting start-time for a video-on-demand program ordered by a viewer;

reminding said viewer of said start-time for said ordered program; and

means for allowing said viewer to change said start-time indicated by said reminding means to a new start-time by entering a viewer-defined start-time, said ordered video-on-demand program automatically starting at said viewer-defined start-time.

89. (withdrawn) The method defined in claim 75 wherein said ordering further comprises:

selecting a start-time for a video-on-demand program ordered by a viewer;

reminding said viewer of said start-time for said ordered program; and

allowing said viewer to cancel said ordered program indicated by said reminding means.

90. (withdrawn) A method for providing an interactive television video-on-demand program guide system implemented on viewer television equipment having a main display screen comprising:

displaying a program guide display on the viewer television equipment that displays at least one video-on-demand program listing;

allowing a viewer to request a video clip preview of a video-on-demand program represented by said video-on-demand program listing; and

displaying an indicator that said video clip preview is available for said video-on-demand program wherein said indicator is displayed with the video-on-demand program listing.

91. (withdrawn) The method defined in claim 90 wherein said displaying further comprises indicating that said video clip previews is available for the displayed video-on-demand program.

92. (withdrawn) The method defined in claim 91 wherein the indicating further comprises using an icon.

93. (withdrawn) The method defined in claim 91 wherein said requesting further comprises displaying a requested video clip preview in a video window.

94. (withdrawn) The method defined in claim 91 wherein said requesting further comprises automatically displaying a purchase screen immediately after said video clip preview is shown.

95. (withdrawn) The method defined in claim 91 wherein said requesting further comprises displaying a requested video clip preview in a full screen video window.

96. (withdrawn) The method defined in claim 91 wherein said requesting further comprises displaying a

requested video clip preview in a partial screen video window while said program guide display is displayed.

97. (withdrawn) The method defined in claim 96 wherein said requesting further comprises displaying a given television program while said partial screen video window and said program guide display are displayed.

98. (previously presented) Machine-readable media for use in an interactive television program guide system in which an interactive television program guide is implemented on viewer television equipment of a viewer, said viewer television equipment comprising an audio output and a video output, wherein said media is encoded with machine-readable instructions for performing the method comprising:

simultaneously displaying a television program and a partial screen program guide display including at least one video-on-demand program listing; and

allowing the viewer to browse through available video-on-demand program listings in the program guide; and

displaying a video-on-demand program immediately when the viewer selects said video-on-demand program listing.

99. (previously presented) The machine-readable media defined in claim 98 wherein said simultaneously displaying further comprises displaying the program guide display as an overlay on top of said given television program.

100. (previously presented) The machine-readable media defined in claim 98 wherein said simultaneously

displaying further comprises reducing the main display screen area occupied by said television program when said program guide display is active such that said television program may be viewed unobscured.

101. (previously presented) The machine-readable media defined in claim 98 wherein the video-on-demand program listings in the program guide are organized by category, said browsing further comprising allowing said viewer to browse through the available categories in the program guide display using remote control keys.

102. (previously presented) The machine-readable media defined in claim 98 wherein said simultaneously displaying step further comprises displaying said program guide on the main display screen when the viewer presses a remote control key.

103. (previously presented) The machine-readable media defined in claim 98 wherein said simultaneously displaying further comprises removing the program guide display from the main display screen and returning to normal television viewing mode when the viewer presses a remote control key.

104. (previously presented) The machine-readable media defined in claim 98 wherein said browsing further comprises providing the viewer with more detailed information about said video-on-demand program when the viewer presses a remote control key.

105. (previously presented) The machine-readable media defined in claim 104 wherein said providing further comprises displaying a detailed information screen on the main display screen.

106. (currently amended) The machine-readable media defined in claim ~~[[105]]~~ 148 wherein said ~~displaying step~~ allowing said viewer to browse further comprises:

displaying a detailed information screen on the main display screen, wherein the detailed information screen provides the viewer with more detailed information about said video-on-demand program; and

allowing [[a]] the viewer to place an order for the video-on-demand program shown on the detailed information screen using a remote control key.

107. (previously presented) The machine-readable media defined in claim 98 wherein the method further comprises allowing the viewer to watch other available television programs using remote control keys.

108. (cancelled)

109. (cancelled)

110. (currently amended) The machine-readable media defined in claim ~~[[108]]~~ 148 wherein said ordering further comprises allowing the viewer to enter a parental control code.

111. (currently amended) The machine-readable media defined in claim ~~108~~ wherein said ~~ordering~~ 98 further comprises

comprising storing [[the]] at least some of ~~an-ordered~~ said video-on-demand program in a home storage device.

112. (previously presented) The machine-readable media defined in claim 111 wherein the method further comprises allowing the viewer to watch the video-on-demand-program stored in the home storage device.

113. (previously presented) The machine-readable media defined in claim 98 wherein said simultaneously displaying further comprises indicating that the program displayed in the program guide display is available on demand.

114. (previously presented) The machine-readable media defined in claim 113 wherein said indicating further comprises using an icon.

115. (cancelled)

116. (cancelled)

117. (cancelled)

118. (cancelled)

119. (cancelled)

120. (cancelled)

121. (cancelled)

122. (cancelled)

123. (withdrawn) Machine-readable media for use in an interactive television video-on-demand program guide system in which an interactive television program guide is implemented on viewer television equipment of a viewer, said viewer television equipment comprising an audio output and a video output, wherein said media is encoded with machine-readable instructions for performing the method comprising:

displaying a program guide display on the viewer television equipment that displays at least one video-on-demand program listing;

allowing the viewer to advance order a video-on-demand program represented by said video-on-demand program listing; and

allowing the viewer to input a start-time to display said video-on-demand program in response to receiving a request from the viewer to advance order said video-on-demand program, wherein the start-time is not a predetermined broadcast time.

124. (withdrawn) The machine-readable media defined in claim 123 wherein said ordering further comprises allowing said viewer to select a start-time to watch said video-on-demand program.

125. (withdrawn) The machine-readable media defined in claim 123 wherein said ordering further comprises allowing said viewer to select a start-time for said video-on-demand program by selecting said start-time from a list of start-times provided by said program guide.



126. (withdrawn) The machine-readable media defined in claim 123 wherein said ordering further comprises allowing said viewer to select a start-time for said video-on-demand program by entering said start-time with a set of numeric input keys on a remote control.

127. (withdrawn) The machine-readable media defined in claim 123 wherein said program guide system further comprises a home storage device, said method further comprising storing at least a portion of said ordered video-on-demand program in said home storage device when the viewer advance orders said video-on-demand program.

128. (withdrawn) The machine-readable media defined in claim 123 wherein said program guide system further comprises a home storage device, said method further comprising storing all of said video-on-demand program in said home storage device when said viewer advance orders the video-on-demand program.

129. (withdrawn) The machine-readable media defined in claim 123 wherein said ordering further comprises providing a purchase price for said video-on-demand program, said purchase price being dependent on whether said viewer advance orders said video-on-demand program.

130. (withdrawn) The machine-readable media defined in claim 123 wherein said ordering further comprises providing a purchase price for said video-on-demand program, said

purchase price being reduced when said viewer advance orders said video-on-demand program.

131. (withdrawn) The machine-readable media defined in claim 123 wherein said ordering further comprises:

selecting a start-time for said video-on-demand program ordered by said viewer;

reminding said viewer of said start-time for said ordered program;

automatically starting said ordered video-on-demand program at said viewer selected start-time.

132. (withdrawn) The machine-readable media defined in claim 123 wherein said ordering further comprises:

selecting a start-time for said video-on-demand program ordered by the viewer;

reminding said viewer of said start-time for said ordered program; and

allowing said viewer to watch said ordered program immediately from said reminding step.

133. (withdrawn) The machine-readable media defined in claim 123 wherein said ordering further comprises:

selecting a start-time for said video-on-demand program ordered by said viewer;

reminding said viewer of said start-time for said ordered program; and

allowing said viewer to acknowledge said start-time indicated by said reminding means and subsequently watch said ordered program at the selected start-time.

134. (withdrawn) The machine-readable media defined in claim 123 wherein said ordering further comprises:

selecting a start-time for said video-on-demand program ordered by the viewer;

reminding said viewer of said start-time for said ordered program; and

allowing said viewer to change said start-time indicated by said reminding means to a new start-time, said ordered video-on-demand program automatically starting at said new start-time.

135. (withdrawn) The machine-readable media defined in claim 123 wherein said ordering further comprises:

selecting a start-time for said video-on-demand program ordered by said viewer;

reminding said viewer of said start-time for said ordered program; and

allowing said viewer to change said start-time indicated by said reminding means to a new start-time by selecting said new start-time from a list of start-times provided by said program guide, said ordered video-on-demand program automatically starting at said new start-time.

136. (withdrawn) The machine-readable media defined in claim 123 wherein said ordering further comprises:

selecting a start-time for said video-on-demand program ordered by the viewer;

reminding said viewer of said start-time for said ordered program; and

allowing said viewer to change said start-time indicated by said reminding means to a new start-time by entering a viewer-defined start-time, said ordered video-on-demand program automatically starting at said viewer-defined start-time.

137. (withdrawn) The machine-readable media defined in claim 123 wherein said ordering further comprises:

selecting a start-time for said video-on-demand program ordered by said viewer;

reminding said viewer of said start-time for said ordered program; and

allowing said viewer to cancel said ordered program indicated by said reminding means.

138. (withdrawn) Machine-readable media for use in an interactive television video-on-demand program guide system in which an interactive television program guide is implemented on viewer television equipment of a viewer, said viewer television equipment comprising an audio output and a video output, wherein said media is encoded with machine-readable instructions for performing the method comprising:

displaying a program guide display on the viewer television equipment that displays at least one video-on-demand program listing;

allowing the viewer to request a video clip preview of a video-on-demand program represented by said video-on-demand program listing; and

displaying an indicator that said video clip preview is available for said video-on-demand program wherein

said indicator is displayed with the video-on-demand program listing.

139. (withdrawn) The machine-readable media defined in claim 138 wherein said displaying further comprises indicating that said video clip preview is available for said displayed video-on-demand program.

140. (withdrawn) The machine-readable media defined in claim 139 wherein said indicating further comprises using an icon.

141. (withdrawn) The machine-readable media defined in claim 139 wherein said requesting further comprises displaying a requested video clip preview in a video window.

142. (withdrawn) The machine-readable media defined in claim 139 wherein said requesting further comprises automatically displaying a purchase screen immediately after said video clip preview is shown.

143. (withdrawn) The machine-readable media defined in claim 139 wherein said requesting further comprises displaying a requested video clip preview in a full screen video window.

144. (withdrawn) The machine-readable media defined in claim 139 wherein said requesting further comprises displaying a requested video clip preview in a partial screen video window while the program guide display is displayed.

145. (withdrawn) The machine-readable media defined in claim 144 wherein said requesting further comprises displaying a given television program while said partial screen video window and the program guide display are displayed.

146. (previously presented) An interactive television program guide system implemented on viewer television equipment having a main display screen, comprising:

means for displaying a given television program on the viewer television equipment;

means for displaying a partial screen program guide display on the viewer television equipment at the same time that said given television program is displayed, said program guide display including at least one video-on-demand program listing;

means for allowing a viewer to order a video-on-demand program associated with said at least one video-on-demand program listing; and

means for displaying said video-on-demand program immediately in response to receiving said order from said viewer.

147. (previously presented) A method for using an interactive television program guide system implemented on viewer television equipment having a main display screen comprising the steps of:

simultaneously displaying on the main display screen a television program and a partial screen program guide display including at least one video-on-demand program listing;

allowing a viewer to browse through available video-on-demand program listings in the program guide;

allowing said viewer to order a video-on-demand program associated with said at least one video-on-demand program listing; and

displaying said video-on-demand program immediately in response to receiving said order from said viewer.

148. (previously presented) Machine-readable media for use in an interactive television program guide system in which an interactive television program guide is implemented on viewer television equipment of a viewer, said viewer television equipment comprising an audio output and a video output, wherein said media is encoded with machine-readable instructions for performing the method comprising:

simultaneously displaying on the main display screen a television program and a partial screen program guide display including at least one video-on-demand program listing;

allowing said viewer to browse through available video-on-demand program listings in the program guide;

allowing said viewer to order a video-on-demand program associated with said at least one video-on-demand program listing; and

displaying said video-on-demand program immediately in response to receiving said order from said viewer.

149. (previously presented) The interactive television program guide system defined in claim 146 wherein

the means for allowing a viewer to order a video-on-demand program further comprises means for displaying a display screen requiring viewer input to complete said order.

150. (previously presented) The interactive television program guide system defined in claim 146 wherein the means for allowing a viewer to order a video-on-demand program further comprises means for displaying an order confirmation display screen.

151. (previously presented) The interactive television program guide system defined in claim 150 wherein the means for displaying an order confirmation display screen further comprises means for allowing said viewer to confirm said order.

152. (previously presented) The method defined in claim 147 wherein said allowing a viewer to order a video-on-demand program further comprises displaying a display screen requiring viewer input to complete said order.

153. (previously presented) The method defined in claim 147 wherein said allowing a viewer to order a video-on-demand program further comprises displaying an order confirmation display screen.

154. (previously presented) The method defined in claim 153 wherein said displaying an order confirmation display screen further comprises allowing said viewer to confirm said order.



155. (previously presented) The machine-readable media defined in claim 148 wherein said allowing a viewer to order a video-on-demand program further comprises displaying a display screen requiring viewer input to complete said order.

156. (previously presented) The machine-readable media defined in claim 148 wherein said allowing a viewer to order a video-on-demand program further comprises displaying an order confirmation display screen.

157. (previously presented) The machine-readable media defined in claim 156 wherein said displaying an order confirmation display screen further comprises allowing said viewer to confirm said order.